

Provision of Media Content to Telephony Callers On-Hold

ABSTRACT

(Fig. 1)

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A method of providing media content, such as music and video, to callers on hold involves the generation of the media content locally in the environment of the held caller, rather than the transmission of the content over the network. The local call server of the held caller is signalled when the call has been placed on hold by the
10 server which has placed the call on hold. The caller's server then activates a music-on-hold server (or other media content generator) to provide the media content directly to the caller's telephony terminal. The advantage of this is that the media content is not transmitted across the network, allowing a higher bandwidth to be used locally for the media content without utilising wide area network
15 resources. This results also in the media content being provided in a higher quality format to the caller, avoiding the loss of quality associated with transmitting music using compressive voice codecs over packet-based networks.